

Rose Brand to Showcase VectraTex™ Projection Screens and Advanced Automation at USITT 2026

Discover cutting-edge projection surfaces, precision automation, and innovative scenic solutions at Booth 535, Long Beach Convention Center, March 19–21.



Long Beach, California Mar 4, 2026 ([IssueWire.com](https://www.issuewire.com)) - [Rose Brand](#) will present a broad range of scenic, projection, and automation innovations at USITT 2026, taking place March 19–21, 2026, at the Long Beach Convention Center in Long Beach, California. Attendees can visit Booth 535 to explore new product launches, hands-on demonstrations, and integrated solutions designed for theater consultants, designers, technical directors, and live event professionals.

Headlining the exhibit is the debut of [VectraTex Variable Gain & Contrast Projection Screens](#), a new projection surface system engineered to give lighting, projection, and AV professionals precise control over image performance. VectraTex screens feature five calibrated neutral-grey surfaces offered in incremental gain and contrast steps, allowing designers to select the ideal balance for their environment.

Unlike PVC-based screens, VectraTex is a lightweight fabric surface, weighing less than one-third of comparable PVC materials. It is easier to handle, repair, and store, and it supports custom shapes and sizes. Seamless fabrication is available up to 16 feet high by 140 feet wide. Available options include front projection, rear projection, blackout, and mesh configurations. The precisely stepped grey shades enable optimized performance in spaces with varying ambient light or brightness demands, helping ensure vibrant, true-to-life visuals.

In addition to VectraTex, Rose Brand will feature its full line of [Rose Brand Projection Screens](#), along with scenic solutions including [Linx Modular Backdrops](#), [Grand Format Printing](#), SEG Frames and Tuck

Track, and Rose Brand Floors. Attendees can explore track systems from ADC & Triple E Track, as well as a wide range of Stage Hardware Products & Casters for production environments of every scale.

Automation technology from ADC will play a major role in the booth's showcase. Featured systems include ADC's Axis1 Automation Products, designed for high-performance control and safety in theatrical and touring applications. Demonstrations will include the ConTour Winch family, including the ConTour Winch SDR Smart Data Reel and the ConTour Winch SDR x2 Trapeze, as well as the ConTour Spin SDR Scenic Effects Rotator for dynamic scenic motion.

The PinPoint 500 Hoist and N Drives will also be on display. The PinPoint Hoist is engineered for silent and smooth operation, offering independently certified SIL3-compliant E-Stop over Virtual Wire and integration with the Axis1 control platform. The N-Drive is a rack-mounted 2U Axis1 drive unit that supports long cable runs between hoist and drive, reduces cabling costs, and integrates with common show-control and lighting consoles.

Visitors can also preview the Micro Winch and uDrive, compact automation solutions designed for decorative scenic elements and precise cueing. The Micro Winch supports single or dual-line lifting with integrated safety features and multiple control protocol options, making it adaptable to a wide range of production requirements.

Additional highlights include a sneak preview of new blackout rigging and stage hardware scheduled for release in summer 2026.

USITT attendees are encouraged to stop by Booth 535 to see these systems in action and speak directly with product specialists about design, integration, and customization options.

Event Details:

USITT 2026

Long Beach Convention Center

Long Beach, CA

March 19–21, 2026

Booth No: 535

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